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The true cost of building your business search

So many different search solutions on the market, how do you know which one is right for your business? Whether specialized or open source solutions, the path you choose will impact cost, capabilities, maintenance, and the search experience you can deliver to your customers.

Let's take a look at some of the key differences

BUY hosted solution	BUILD open source solution
Functionality	
SPEED	
Less than 10ms in response with 99.999% availability	**Often lower performance** and speed than a premium solution
FLEXIBILITY	
High flexibility with features such as multi-language, typo tolerance, and synonym support	**Requires engineering** support to build new features
FEATURES	
Out-of-the-box features provided by vendor and automatically updated such as personalization and advanced filtering	**Lack of out-of-the-box features** but open source community contributes to feature development
Price	
PRICING & UPKEEP	
Higher initial cost but lower and more predictable cost post-implementation	**Lower monthly subscription** but need dedicated team for constant development and maintenance
USER-FRIENDLINESS	
Usable by developers, business teams, and no-code operators	**Technical expertise** required for maintenance and customization
TOTAL COST OF OWNERSHIP	
Lower on average	**Higher on average** Infrastructure management, technical talent solely dedicated to one part of the tech stack, etc.
Support	
IMPLEMENTATION	
Easy to implement, understand, and configure	**Lengthy implementation** times that often take months rather than weeks
CONFIGURATION & MAINTENANCE	
Managed upgrades to the latest product features and updates	**Additional costs** from technical teams to deploy, configure, maintain, and upgrade
RELIABILITY	
Dedicated infrastructure with available premium SLAs	**Downtime can burden** your engineering resources or negatively impact user experience

So which option is right for you?

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- If you want to focus on your core product
- If your product and customers heavily depend on search functionality
- If it's important to always have the most up to date tools without needing engineering support
- If you want business and non-code operators to be able to manage search and discovery configuration alongside your developer team

BUILD WITH OPEN SOURCE

- If you have certain rigid required specifications
- When you have large, dedicated engineering resources who you can shift over to search related projects
- If you are a search provider
- When your implementation is more focused to optimize analytics / logs processing than user-facing search experience

Want to learn more?

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